



An initiative of United Way of Greater Los Angeles  
& L.A. Area Chamber of Commerce

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**KENT SMITH**  
LA Fashion District BID

**JIM WHITE**  
Paramount Studios

Ruben Gonzalez  
LA Chamber of Commerce

# MINUTES

October 15, 2015

7:30-9am

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<b>7:30 am</b>	<b>Welcome &amp; Introductions</b>	Jerry & Chris
<b>7:40 am</b>	<b>City and County Policy</b>	Christine
<b>8:15 am</b>	<b>Materials for Political Meetings</b>	Jerry & All
<b>9:05am</b>	<b>HomeWalk</b>	Chris Ko
<b>9:25 am</b>	<b>Next Steps &amp; Meetings</b>	

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Task Force members present:

Jerry Neuman	Kerry Morrison
Chris Carey	Neil Haltrecht
Wendy Levin	Bill Farrar
Jim White	Fran Inman

Task Force members absent:

Rich Grimes  
Kent Smith

United Way: Christine Margiotta, Zahirah Mann, Chris Ko, Tina Estedabadi

Chamber of Commerce: Rueben Gonzales

Guests: N/A

**KEY ACTION ITEMS**

See following chart

**NEXT MEETING:** November 19, 2015, 7:30am to 9:00am

MAJOR TOPIC	WHAT	WHO
City and County Policy	Continue to discuss our role around the City and County funding that will be allocated to solve homelessness	All
Strategic Communications	Continue to discuss strategies on utilizing press to change the narrative on both solving and also managing homelessness	All
	Invite Miguel Santana to the next Task Force meeting to continue discussing solving homelessness ( <i>update</i> : Mr. Santana is unable to attend the November meeting)	Chamber

## I. Welcome & Introductions

## II. City and County Policy

The Task Force discussed the City's and County's commitment to address homelessness, as well as ideas and strategies on how to best invest the potential funding flowing from this commitment. United Way staff discussed the nine policy summits moving forward to arrive at recommendations for any funding on addressing homelessness.

Task Force members wish to review and provide feedback on the recommendations made by the nine policy summits before the recommendations go to the City Council and Board of Supervisors for a vote. It was determined that this could be done through attending the policy summit sessions; providing public comment on the final recommendations – during the public comment period, which United Way staff could draft; and 1:1 meetings with Council members and Supervisors. The Task Force landed on the 1:1 option as the key strategy, but still left the door open for attending the policy summits and providing public comment later in the process, i.e., late December and January.

As the discussion progressed, it was made clear there is a struggle between work to solve homelessness and work to manage homelessness. At this meeting it was agreed that the role of Home For Good will be to provide expertise in both solving and managing homelessness – versus just expertise on solving homelessness – and to make recommendations on how to best spend the any investments addressing homelessness coming from the City and County. However, the role of the Task Force, as an essential component of Home For Good, would be on solving homelessness and the messaging from the Task Force would reinforce this focus.

Below chart is what the group landed on regarding ways to differentiate between solving and managing homelessness:

Solving Homelessness	Managing Homelessness
CES (outreach beyond 9-5, navigation, link to housing)	Public Safety
Permanent Housing	Storage
Supportive services in housing	Mental Health
Public/Private Partnership	Day Centers
	Sanitation
	Criminal Justice
Resident Engagement (both columns)	

To this end, the Task Force will utilize current media attention and press to engage and educate the public around homelessness. Below are public officials the Task Force will engage around this discussion, to help influence investments on ending homelessness and increasing public will:

<b>Public Official</b>	<b>Owner</b>
Wesson (President)	Chamber, Jerry (will start the discussion)
Krekorian (funding)	Chamber (Ruben) will coordinate a delegation meeting
Harris-Dawson (housing)	-
Cedillo (Housing)	-
Huizar & Bonin (media)	-
Miguel and Sachi	Chamber and Jerry (will invite them to future Task Force meeting)
MRT	Jerry

Actions Items:

- Invite City CAO Miguel Santana to the next Task Force Meeting (Jerry & Ruben) [*Update:* Unfortunately, the CAO cannot attend the November meeting. We are looking at January.]
- Invite County CEO Sachi Hamai a future Task Force meeting (tentative) (Ruben)

**III. Materials for Political Meetings**

Staff will create draft talking points and FAQs for use in political meetings to support what was discussed in above agenda item.

Action items:

- Draft talking points for use in political meetings (United Way)

**IV. HomeWalk**

HomeWalk is November 21. Task Force was reminded to start their teams.

Action Items:

- Sign up for HomeWalk at [www.homewalkla.org](http://www.homewalkla.org) (All)

**V. Next Steps/Next Meetings**

**NEXT MEETING:** November 19, 2015, 7:30am to 9:00am

Meeting adjourned at 9am